

# Michael Green



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Industrial design student with a passion for enhancing the user experience seeking apprenticeship position at Bang & Olufsen

Ever since I was a teenager I have admired the style and quality of Bang & Olufsen products, and when I saw on your website that you have an opening for an apprenticeship I was immediately interested. As an industrial design student at Luleå University of Technology, I have a passion for esthetics and how they can influence everyday products. I have experience working with component design and would like to develop that further at Bang & Olufsen.

I see that you are looking for people who take pride in their work and strive to exceed customer expectation. When I worked in retail sales, I made it my priority to provide each and every customer with the attention they needed and as a result I was able to reach and often exceed my sales goals. Last summer, I worked as a design intern at Sony Mobile where I was in charge of completely redesigning an internal component of one of their mobile devices.

People describe me as a “people person” and I find it easy to fit into group situations. I pride myself in being able to effectively communicate. Not only do I have experience working as a communications manager for a local pub, but I even have experience working with other cultures from living and studying in abroad. In many of my university courses it was required to work in groups and I often took the role as leader, a skill I developed while working as a swim coach and student guide.

Thank you for taking the time to read my application. If you think I would be an interesting candidate for the apprentice position, please feel free to contact me.

Best regards,

A handwritten signature in black ink, appearing to read 'Michael Green', with a long horizontal flourish extending to the right.

Michael Green

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## Profile

Third year industrial design student with a passion for enhancing the user experience, design esthetics and M2M communication seeking summer apprenticeship.

## Education

- 2012 - Present Bachelor's Degree in Industrial Design, Luleå University of Technology, Luleå, Sweden  
Expected graduation: June 2015
- Autumn 2013 Exchange Studies  
Monash University, Melbourne, Australia
- 2008-2011 Esthetics Program - Esthetics and Media 4ans Gymnasium (Senior High School), Malmö, Sweden

## Work Experience

- Summer 2014 Summer Intern - Design  
Sony Mobile, Stockholm, Sweden
- Upgraded and developed improvements for the design of mobile phone components; wrote 6 reports on various component specifications; presented final results to senior management
- Summers 2008 - 2011 Retail Sales  
Stadium Sports, Malmö, Sweden
- Sold sporting clothes and equipment; consistently reached weekly sales goals; promoted to group leader after 1 month with the company

## Volunteer Work

- 2013-Present Student Guide  
Luleå University of Technology, Luleå, Sweden
- Guided groups of 30-40 new students around campus; involved leadership and alcohol responsibility training
- 2012-2014 Communications Manager  
STUK campus pub, Luleå University of Technology, Luleå, Sweden
- Developed marketing campaigns; designed digital communication; distributed marketing material; presented new ideas to owners
- Summers 2008 & 2009 Swim Teacher/Coach  
Malmösim, Malmö, Sweden
- Taught children ages 8-11 how to swim, helped to improve swimming and diving techniques

## Computer Skills

Microsoft Office	InDesign
Autocad	Lightroom
Photoshop	Java

## Languages

Swedish - mother tongue  
English - fluent  
French - basic knowledge

## References

Available upon request